

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
February 8, 2011, 4 p.m. - 6 p.m.
Board of Directors Meeting
AMPAS – 1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

Duke Gallagher, Treasurer, The Production Group
Fabio Conti, The Fabiolus Café
Charles Eberly, The Eberly Company
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors
Ryan Harter, President, CIM Group
Kitty Gordillo, Hollywood Wilshire YMCA
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron
Roxanna Sassanian, Sunset Gower/Sunset Bronson Studios

Guests

Alexander Bazley, Robertson Properties Group

Absent

Lillian Kuo, Vice President, Broadreach Capital
Craig Donahue, The Donahue Group
Father Michael Mandala, Blessed Sacrament Church
Carol Massie, Secretary, McDonald's Restaurants
Patrick Olmstead, Los Angeles Film School
Patrick Russell, The Robert Green Company
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance

ANNUAL MEETING

1. Call to Order

The meeting was called to order by Ryan Harter at 4:15 p.m. Harter announced that he is moving to New York City, so he will not be serving another term as president, but will remain on the board and travel to make as many of the board meetings as possible.

2. Election of Directors

A. The nominating committee presented the slate of nominees for the board of directors, which included Alexander Bazley, Brian Folb, Rick Garcia, Lillian Kuo, Carol Massie, Allen Sides, and Roxanna Sassanian.

It was moved by Fred Rosenthal, seconded by Kitty Gordillo and CARRIED to approve the slate of nominees. Unanimously approved.

3. Election of Officers

A. The recommendation of the slate of officers included Mike Pogorzelski (President), Roxanna Sassanian (Vice President), Brian Folb (Vice President), Carol Massie (Secretary) and Duke Gallagher (Treasurer).

It was moved by Fred Rosenthal, seconded by Kitty Gordillo and CARRIED to approve the slate of officers. Unanimously approved.

MONTHLY BOARD MEETING

1. Call to Order

A. Ryan Harter called the regular monthly board meeting to order at 4:20 p.m.

2. Public Comment

A. There was no public comment

3. Approval of Board Minutes

It was moved by Fred Rosenthal, seconded by Ryan Harter and CARRIED to approve the minutes from the board's January 11, 2010 meeting. Unanimously approved.

4. Treasurer's Report

A. Gallagher stated that he had sent out his report via e-mail to the board, and it is also included in the packet. He said the rollover from 2010 is about \$40 more than shown at the previous meeting due to some banking fees which he was able to get the bank to remove.

It was moved by Fred Rosenthal, seconded by Ryan Harter and CARRIED to approve the treasurer's report. Unanimously approved.

5. New Business

A. There was no new business.

6. Committee & Program Reports

A. Streetscape Committee

1. MacPherson reported that she, Jeff Loeb and Mike Pogorzelski will be meeting with representatives from the Big Belly trash compactor company on February 16 at 10

a.m. The Big Bellies are solar-powered trash compactors that can be placed on city sidewalks and could be a great addition to the BID. In the meeting they will be pressing for a free test unit to see how well it would work in the BID.

B. Marketing and Communications

1. Strecker discussed the BID Renewal brochure, which is still in progress. More testimonials have been received and now there are just some final adjustments to make. Morrison added some details about the Management District Plan and the Engineer's Report, which will be accompanied by the renewal brochure when mailed out. Morrison asked the board if we should have an all-property owners meeting after sending out the materials. Harter asked if there was any new information or hot spots to discuss with the property owners; Kerry said no, and that we have already met with the expansion area owners. Gordillo suggested that we have an informal session with the property owners; Morrison said we could do some focus groups and then have our annual meeting mid-summer during the ballot drive. She proposed setting up a morning/afternoon coffee, and said that the brochure will announce the focus groups.

C. Security Committee

1. NBA All-Star week is taking place in Hollywood, February 14 through 19, so we need to be cautious during this time of heightened activities. BID Patrol will be on alert.

2. Morrison reported that over 200 volunteers turned out for the 2011 Homeless Count. Morrison mentioned that Conti called in to see if he should come help but that she told him there were plenty of volunteers, and she thanked Folb for his participation.

7. New Business

A. Property and Business Owner Concerns relative to Mobile Food Trucks:

Councilmember Tom LaBonge and Kent Smith, Executive Director of the Fashion District, joined the meeting to brief the board on recent developments relative to the controversy surrounding the proliferation of mobile food trucks in the city. LaBonge shared information on a motion he had co-sponsored in city council calling for the development of an ordinance to establish a mobile food truck permit process. Further, the City Attorney has been instructed to look into the liability issues associated with mobile food trucks, particularly as they impact visibility of traffic signs and lights. Research will be done into the feasibility of limiting how many food trucks can be clustered in a single area. In addition, the motion asks the Dept. of Transportation to report on the current policy of only issuing one citation a day for a particular violation, since in some cases, a food truck will park for hours and only pay the "rent" associated with one parking ticket.

Councilmember LaBonge cautioned that characterizing this as a dispute between food trucks and established bricks and mortar businesses will be a non-starter, and public safety is the guiding principle in the current policy development. He did advise the board that a public hearing on this topic is scheduled for February 23 at 2:30 p.m. at City Hall.

Kent Smith has been invited to join a Task Force that was formed to advise the city on these topics: the Mobile Food Vending Task Force. In the Fashion District BID, they have experienced these problems for years. He said seven days a week in the BID there will be between 40 to 50 trucks. He complimented Tom LaBonge for taking a leadership role on this issue and mentioned that the councilmember has experienced some hostility from the vendor

community as a result. Smith suggested a couple areas where the business community might be able to achieve some “traction” in this area. First, if a proposed restriction is intended to promote public safety, it will be easier to achieve. Second, it would be fruitful to look at whether revocable permit requirements, currently imposed on restaurants that have sidewalk dining, should or could be applied to mobile food trucks. For example, he pointed out that restaurants have to show proof of insurance for street dining and revocable permits. Finally, he mentioned that another key area to regulate is the requirement that a food truck be within 200 feet of a restroom for its workers. LA County is the only entity that can enforce this; LAPD will not get involved.

George Abou-Doud, property and business owner in the SVBID, also weighed in on this issue, and pointed out that there should be some way to exact some payment from the food trucks to support the BID, because existing restaurants have to pay their BID assessment in addition to all the other hard costs associated with running a business. He also stressed the importance of protecting on-street parking to support local businesses and the trucks unfairly monopolize parking.

It was pointed out by Kerry Morrison that if the board wanted the staff to represent their interests at the next Mobile Food Truck Vending Task Force meeting (scheduled for February 10) and at the upcoming public hearing, then a motion would be needed to guide an official position.

It was moved by Fred Rosenthal, seconded by Fabio Conti and CARRIED to authorize the BID staff to become involved in the policy discussions and public hearing process relative to the development of the mobile food truck vending ordinance, with attention focused on the following concerns:

- a. Parking. That on-site parking is limited in Hollywood, is essential for successful local businesses, and should not be monopolized by mobile food trucks. There needs to be an alternative approach developed for the location of food trucks that does not use up scarce parking spaces.
- b. Liability. That mobile food trucks should be expected to abide by the same liability rules that govern local restaurants who secure revocable permits to use the public right-of-way for sidewalk dining.
- c. Location. That the appropriate location for food trucks be restricted off the main traffic corridors, in order to ensure the public’s full view of signage, lighting and other public safety features.
- d. BID Security. That consideration be given to utilizing BID security to assist with the monitoring of mobile food trucks to ensure compliance with public health and safety laws, and that BID security be given a greater role to assist with enforcement due to the scarce staffing resources at the city and county.

8. Report from Kerry Morrison

1. Morrison reported that 111 speakers were at the public hearing at City Council for the proposed P-3 parking plan. In essence, she said it was the LA City workforce pitted against the business community. Certain concessions were made after Garcetti had met with stakeholders from Hollywood and Westwood which hopefully included removing the rule prohibiting any new parking garages being built within 1/8th of a mile from existing garages, relaxation of the special events parking rates, and for us to have a seat at the table with the new operator, should the plan go through. Morrison said she suspects that those provisions were included in a “plan b” but that

it will most likely not be profitable enough for the city, who then may revert to “plan a.” Further meetings will take place now that the RFP has been sent out.

9. Adjournment

There being no further business the meeting was adjourned by Harter at 5:52 p.m.